

REMARKS

Claims 1-6 are pending in this application. Claim 1 stands rejected under 35 U.S.C. 102(e) as being anticipated by U.S. Pat. No. 5,960,411 to Hartman et al. (hereinafter Hartman). Claims 2-6 stand rejected under 35 U.S.C. 103 as being unpatentable over U.S. Pat. No. 6,269,369 to Robertson (hereinafter Robertson).

REJECTION OF CLAIM 1 BASED ON HARTMAN

In rejecting claim 1, the Examiner has submitted that "Hartman teaches a tailored web page to an individual user without requiring a user to disclose information that identifies the user," as in claim 1. See Office Action mailed June 20, 2003, page 3. Referring to Figure 8B of Hartman, however, it is clear that users are specifically required to identify themselves. In fact, from Figures 8A-8C of Hartman, it is also clear that, in further contrast to claim 1, users are required to provide much more than personal characteristics.

In rejecting claim 1, the Examiner further submits that Hartman comprises a cookie and that the cookie provides customized web content. It is well established, however, that cookies simply identify users who have previously registered or visited a web site. That is, a cookie does not enable the content of a particular web site to be presented in accordance with a user's personal characteristics as in the claim 1.

In addition to the above, the Examiner submits that Hartman comprises information tailored to an individual user. In support of this assertion, the Examiner points to the description in column 4, lines 4 – 58. In this description, however, it is clear that the description simply refers to product descriptions and the implementation of a single-action ordering button. That is, there is no indication that the content presented to the user is tailored according to the user's personal characteristics, as in claim 1.

Continuing with the discussion of the Examiner's rejection of claim 1, the Examiner submits that the elements shown in Figure 1A disclose the discrete elements of claim 1 and that the designated fields in Figures 8A-8C disclose the personal characteristics of claim 1. The elements shown in Figure 1A, however, are simply descriptions of a product being purchased and means for activating a single-action ordering button. Similarly, the designated fields shown in Figures 8A-8C are simply information that must be inputted by a user in order to place an order. More specifically, product descriptions of a product being ordered by a user that has entered his shipping information, as in Hartman, does not disclose an interface wherein web site content is tailored based on the personal characteristics of users, as in claim 1.

**REJECTION OF CLAIMS 2-6 BASED ON HARTMAN IN VIEW OF
ROBERTSON**

In addition to the Examiner's reliance on Hartman, as outlined and addressed above, the Examiner also relies on Robertson in rejecting claims 2-6. Specifically, the Examiner indicates on page 6 of the Office Action mailed June 20, 2003 that "Robertson also teaches the applicant's claim for personal characteristics." Robertson, however, as mentioned previously is simply a networked personal contact manager; a networked version of Microsoft Outlook® if you will. Therefore, the personal characteristics pointed to by the Examiner in rejecting the claimed invention as shown in Figure 6 of Robertson are inputted by users for later reference. That is, in Robertson, users input data about particular individuals or businesses that they wish to maintain on a computer network. The content that is displayed is not a function of a user's personal characteristics, but rather is simply the content as it was entered by the user.

The teachings of Robertson as outlined above are clearly distinguishable to the elements of the claimed invention. In claim 2, there is at least one user-selectable field based on which a selected data stream is outputted. That is, in Robertson, the content does not vary based on a user's personal characteristics as in the claimed invention and instead the content that is displayed is the content that

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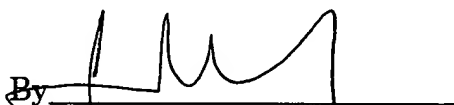
was requested. Claims 3-6, which depend from claim 2, are also distinguishable from both Hartman and Robertson, as explained above.

For the above reasons, Applicant respectfully submits that the presently claimed invention is patentable over the prior art. Reconsideration and allowance of the claims is respectfully requested.

If the Examiner does not believe the claims are in condition for allowance, the Examiner is invited to contact the undersigned at 215-568-6400.

Respectfully submitted,

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Enclosure